

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (original) A broadcast system for delivering content to a terminal, including a plurality of transmitters, the transmission characteristics of which define a network topology and a network controller responsive to distribution of demand for specific content to determine an appropriate network topology by varying the transmission characteristics of at least one of the transmitters.

2. (original) A system as claimed in Claim 1, including signalling means providing information relating to the network topology for delivery to a terminal.

3. (previously presented) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.

4. (previously presented) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.

5. (previously presented) A system as claimed in claim 1, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

6. (currently amended) A system as claimed in Claim 5, wherein the network controller is operable to modify the topology to deliver, in at least one cell, the content being delivered by the further transmitter.

7. (previously presented) A system as claimed in claim 1, wherein at least two transmitters comprise said plurality of transmitters.

8. (previously presented) A system as claimed in claim 1, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

9. (currently amended) A method of delivering content to terminals over a network whose topology is defined by the transmission characteristics of a plurality of transmitters, comprising ~~analysing~~ analyzing the content to be delivered together with its destination and varying the transmitter transmission characteristics accordingly.

10. (currently amended) A method as claimed in Claim 9, wherein the transmitter characteristics are varied such that cellular density of the topology is reduced in an area where substantially the same content is being delivered to ~~terminals,~~terminals.

11. (previously presented) A method as claimed in claim 9, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

12. (previously presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 9.

13. (original) A computer program as claimed in Claim 12, stored on a computer readable medium.

14. (currently amended) A broadcast system having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a set of operational characteristics comprising:

means for determining a distribution of terminals for delivery of common content; and

means for varying the operational characteristics of a transmitter responsive to the determined distribution terminals,

wherein the varied the operational characteristics of the transmitter define a network topology.

15. (original) A method using a plurality of transmitters for delivering content to terminals in respective locations comprising determining a distribution of terminals receiving common content and varying a set of operational characteristics of a transmitter responsive to the distribution of terminals.

16. (currently amended) A terminal for receiving content from a broadcast network having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a variable set of operational characteristics, the terminal comprising means operable to receive a signal indicative of the operational characteristics of a transmitter whereby the receiving means is operable to receive content delivered in accordance with the signal,

wherein the operational characteristics of the transmitter define a network topology.

17. (currently amended) A method of receiving content from a broadcast network having a plurality of transmitters each transmitter operating in accordance

with a variable set of operational characteristics, the method comprising receiving a signal indicative of operational characteristics of a transmitter delivering said content and changing reception characteristics in accordance ~~herewith~~therewith, the operational characteristics of the transmitter defining a network topology.

18. (original) A method as claimed in Claim 17, including the step of consulting a further signal for said reception characteristics required to receive said content.

19. (previously presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 17.

20. (original) A computer program as claimed in Claim 19, stored on a computer readable medium.

21. (previously presented) A system as claimed in claim 2, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.

22. (previously presented) A system as claimed in claim 2, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.

23. (previously presented) A system as claimed in claim 3, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.

24. (previously presented) A system as claimed in claim 2, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

25. (previously presented) A system as claimed in claim 3, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

26. (previously presented) A system as claimed in claim 4, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

27. (previously presented) A system as claimed in claim 2, wherein at least two transmitters comprise said plurality of transmitters.

28. (previously presented) A system as claimed in claim 3, wherein at least two transmitters comprise said plurality of transmitters.

29. (previously presented) A system as claimed in claim 4, wherein at least two transmitters comprise said plurality of transmitters.

30. (previously presented) A system as claimed in claim 5, wherein at least two transmitters comprise said plurality of transmitters.

31. (previously presented) A system as claimed in claim 6, wherein at least two transmitters comprise said plurality of transmitters.

32. (previously presented) A system as claimed in claim 2, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

33. (previously presented) A system as claimed in claim 3, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

34. (previously presented) A system as claimed in claim 4, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

35. (previously presented) A system as claimed in claim 5, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

36. (previously presented) A system as claimed in claim 6, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

37. (previously presented) A method as claimed in claim 7, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

38. (previously presented) A method as claimed in claim 10, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

39. (previously presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 10.

40. (previously presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 11.

41. (previously presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 18.